

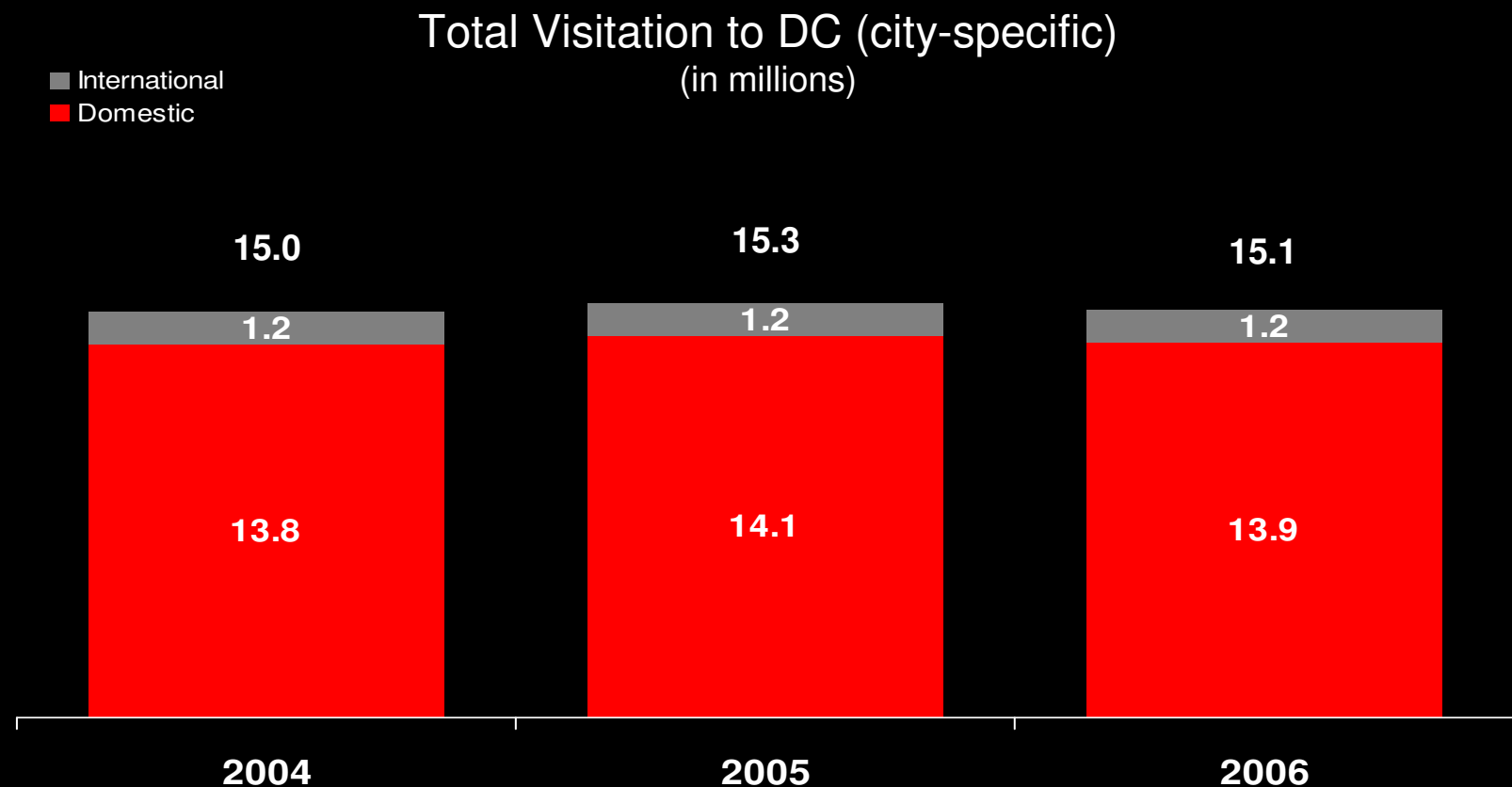
# DC is the 6th Most Visited U.S. Market Among Domestic Visitors

Rank	International Travelers	US Domestic Travelers	LGBT Travelers
1	New York City	Las Vegas	
2	Los Angeles	Los Angeles	
3	San Francisco	Orlando	
4	Orlando	New York City	
5	Miami	Chicago	
6	Oahu/Honolulu	Washington, DC	
7	Las Vegas	Atlanta	
8	Washington, DC	San Diego	
9	Chicago	Houston	
10	Boston	Dallas	

Source: OTTI (International), Shifflet (Domestic),  
Community Marketing (LGBT)

2007 LGBT  
Economic Development Summit

# DC Attracts More Than 15 Million Visitors Each Year

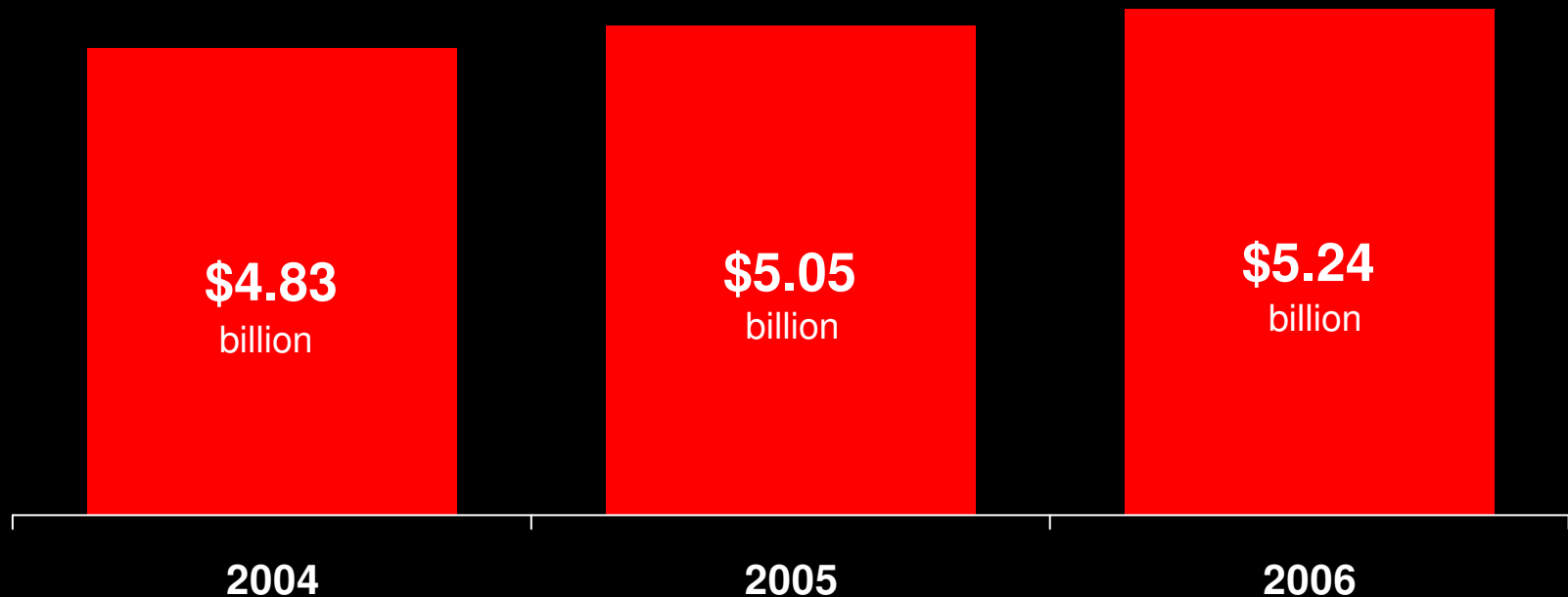


# Visitors Generate More Than \$5 Billion Annually

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*Includes both domestic and international spending*

Visitor Spending  
(in \$ billions)



# 2006 Visitor Statistics on washington.org

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Washington.org

└→ Press Room

└→ Research & Statistics

- ⊕ Visitor origins (states, cities)
- ⊕ Business v. leisure travel
- ⊕ Day v. overnight travel
- ⊕ Seasonality by segment
- ⊕ Traveler demographics
- ⊕ Visitation characteristics
- ⊕ Visitation outlook

# Largest Conventions in FY 2008

*\$155 Million in Delegate Spending*

<b>Account Name</b>	<b>Meeting Name</b>	<b>Meeting Date</b>	<b>Total Attend.</b>	<b>Room Nights</b>
National Education Association	Annual Meeting	July 2008	17,000	57,019
American Psychiatric Association	Annual Meeting	May 2008	15,000	41,360
AARP	National Member Event	Sept 2008	25,000	37,230
Alpha Kappa Alpha Sorority	Biennial Boule	July 2008	10,000	31,419
American College of Physicians Internal Medicine / Doctors for Adults	Annual Convention	May 2008	12,000	28,140
American Association for Clinical Chemistry	Annual Meeting and Clinical Lab Expo	July 2008	17,000	25,462
National Association of Realtors	Mid-Year Legislative Meeting and Trade Expo	May 2008	10,000	19,701
American Public Health Association	Annual Convention	Nov 2007	14,000	19,350
Newspaper Association of America	NEXPO	April 2008	3,400	19,200
Cardiovascular Research Foundation	Transcatheter Cardiovascular Therapeutics Annual Meeting	Oct 2007	13,000	17,561

# How You Can Reach Travelers (via WCTC)

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- ⊕ Access to conventions/group meetings
  - ▶ 503 events in future years (over 2 million attendees)

Annually, WCTC:

- ⊕ 5.9 million unique visits to washington.org
- ⊕ Visitor Services staff assists 150K + customers
- ⊕ Works with travel trade in 32 countries
- ⊕ Hosts 112 journalists resulting in 700+ articles
- ⊕ Co-op advertising and promotional opportunities

# WCTC Guides

*Listings, Ad Space, Maps*

OFFICIAL WASHINGTON, DC  
MEETING & DESTINATION PLANNING GUIDE



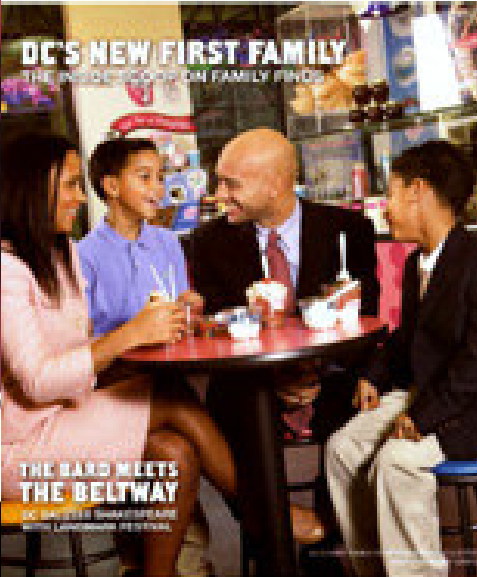
ACCOMMODATIONS | DINING | TRANSPORTATION | ATTRACTIONS | ARTS & CULTURE



OFFICIAL WASHINGTON, DC  
UniqueSpacesGuide

arts · galleries · historic homes · embassies · yachts · mansions

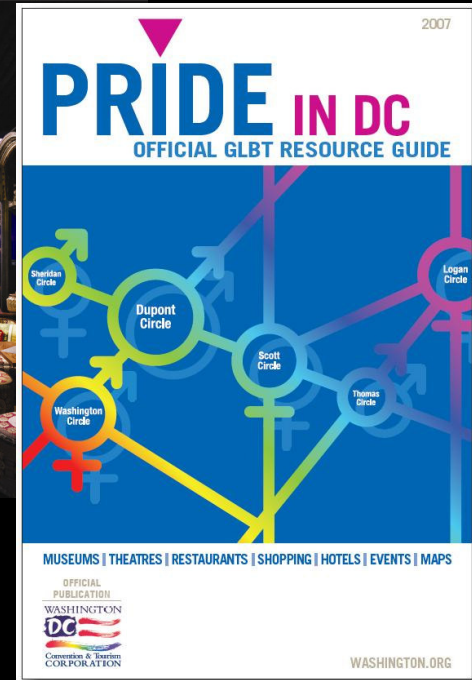
WASHINGTON, DC  
OFFICIAL VISITORS GUIDE



MUSEUMS | THEATRES | RESTAURANTS | SHOPPING | HOTELS | EVENTS | MAPS



WASHINGTON.DC



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